

Alessia Zorloni

SUMMARY

- Experience:** >15 years' experience in academia, teaching, contributing to curriculum development, managing large research projects
>15 years' experience in museums advising art institutions across a wide range of strategic and organizational issues
>5 years' experience in advising clients understand the complex world of art dealers, auction houses and galleries. Advise on the acquisition and sale of art; provide appropriate valuations
>2 years' experience in strategy consultancy as arts & culture topic expert. Global and holistic expertise in the management, strategic development, concept definition and governance structure of cultural institutions
- Locations:** Extensive residence in several European countries and USA
- Expertise:** Private collections, Private art foundations, Art and wealth management, art business, art and design markets, museum management, cultural brand strategy, education planning, lecturing, publishing, project management for EU fund, grant writing
- Publication:** Author of *Art Wealth Management. Managing of Private Art Collections* (Springer 2016) and *The Economics of Contemporary Art. Markets, Strategies and Stardom* (Springer 2013), a best-selling book (translated in Italian, Chinese and Persian) on the contemporary art market and several articles, covering topics such as art investments, accountability and social reporting in cultural institutions, collaboration between luxury brands and the arts.
- Languages:** Italian: Native English: Fluent French: Basic

WORK EXPERIENCE

- May17- today **Co-Director of the Executive Master in Art Market & Heritage Management**
IULM University, Milan, Italy
Responsibilities: curriculum design, development and management of strategic partnerships, teaching.
- Jan17- today **CEO & Founder**
Art Wealth Advisory, Milan, Italy
Assist private and institutional clients with a wide range of art advisory services.
- Oct17- Dec19 **Of Counsel**
CBA Studio Legale e Tributario, Milan, Italy
Responsibilities: providing economic advice to museums, private collectors and cultural institutions; development of education programs and conferences; carry out research in the area of private museums and collections.
- Jan17- today **Art Market Contributor**
Contributor for **Il Giornale delle Fondazioni, PRIVATE, Infinito**
- Oct12- today **Adjunct Professor**
IULM University, Milan, Italy
Course taught in A.Y. 2019/2020: Theories of the art market; Strategies of Art Galleries
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Course taught in A.Y. 2015/2016: Theories of the art market

Course taught in A.Y. 2014/2015: Theories of the art market
Course taught in A.Y. 2013/2014: Theories and forms of the art market
Course taught in A.Y. 2012/2013: Art and antiques market

Responsibilities: curriculum design at postgraduate level, teaching, supervise dissertations and research projects, participate in the development, administration and marking of exams and other assessments, develop new courses, carry out research in the area of visual art markets and management, art and collectibles markets

Marc16- 2018 **Adjunct Professor**

Catholic University, Milan, Italy

Course taught in A.Y. 2017/2018: Advanced Economics and Management of the Arts (*in English*)

Course taught in A.Y. 2016/2017: Finance and the Art Market (*in English*)

Course taught in A.Y. 2016/2017: Advanced Economics and Management of the Arts (*in English*)

Course taught in A.Y. 2015/2016: Visual Art Management (*in English*)

Responsibilities: curriculum design at postgraduate level, teaching, supervise dissertations and research projects, participate in the development, administration and marking of exams and other assessments, carry out research in the area of museum management, cultural and creative organisations.

Nov15- 2017 **Lecturer**

ArtExperts+, Dubai, UAE

Course taught:

Art Market (introduction)

Art Market for Art Collectors

Introduction to Art Business

May-June13 **Lecturer**

IED, Venice, Italy

Master in Business Administration for Arts and Cultural Events

Course taught: The art markets and the supporting sectors (*course taught in English*)

Oct10- Oct12 **Research Associate** (arts & culture practice)

The Boston Consulting Group, Milan, Italy

Awarded a two-year EU grant (Marie Curie Intra European fellowship) of 160k euro to investigate the value and utility of using a Balanced Scorecard in museums with the project SMART MUSE.

Responsibilities: Principal Investigator (PI), projects execution, planning and implementation, presenting project results to multidisciplinary teams, taking full responsibility of respecting deadlines, producing accurate and comprehensive reports, developing new ideas, translating results into publications, presenting results at international conferences, publishing an art & culture newsletter on a quarterly basis.

BCG Arts & Culture topic expert. Advising museums across a wide range of strategic and organizational issues: development and business plan for new cultural centers; fundraising and sponsorship strategy for museums; assessment of the economic impact of cultural institutions; design of organizational structure for cultural institutions; segmentation of target visitors and development of customized cultural and educational programs.

May07-May10 **Research Associate**

Kunsthalle Wien, Wien, Austria

Awarded a three-year grant of 200k euro from FWF (the Austrian Science Fund) with the project “*Strategic Management and Creative Partnership for Contemporary Art*”.

Responsibilities: Co-Principal Investigator (Co-PI), projects execution, planning and implementation, taking full responsibility of respecting deadlines, producing accurate and comprehensive reports, writing grant proposals, presenting results at international conferences.

- Feb-May09 **Visiting Scholar**
Guggenheim Foundation, New York, USA
Conduct research on performance measurement in museums
Design a feasibility study for an international network of museums
- Oct-Nov08 **Visiting Scholar**
Smithsonian Institution, Washington DC, USA
Awarded the Smithsonian Fellowship in museum practice with the research project “*Achieving Excellence: Investigation into the Use of Performance Indicators in Museums*”.
- Apr-Jun08 **Visiting Scholar**
Tate Gallery, London, UK
Conduct research on performance measurement in museums
Design a feasibility study for an international network of museums
- Jan-Mar08 **Lecturer**
Brera Academy, Milan, Italy
Course taught: museum management
- Nov05-May07 **Assistant Director**
Kunsthalle Wien, Wien, Austria
Supported the museum director on marketing, managerial and strategic issues. Assistance in the preparation of annual reports and financial statements; programs and exhibition projects; budget and management control; research and statistics.
- Sep00-Sep06 **Assistant Professor**
IULM University, Milan, Italy
Winner of a research grant (assegno di ricerca) for 6 consecutive years – 2000/2006.
Participate in the development of seminars in economics of arts and culture, teaching, supervise dissertations and research projects, marking of exams and other assessments.

EDUCATION

- Nov 2005 **Ph.D in Economics of Communication**
IULM University, Milan, Italy
- Nov 2003 **Master’s Degree in Arts Management**
City University, London, UK
- Dec 2000 **Postgraduate’s Degree in Marketing**
Catholic University of Milan, Milan, Italy
- Mar 2000 **Degree in Communication Sciences**
IULM University, Milan, Italy

PUBLICATIONS

Books

1. Zorloni A., (2019) *Musei Privati. La passione per l'arte contemporanea nelle collezioni di famiglia e d'impresa*, Egea, Milan.
2. Zorloni A., (2017) *The Economics of Contemporary Art. Markets, Strategies and Stardom* (Persian Edition), Iranian Academy of the Arts, Tehran.
3. Zorloni A., (2016) *Art Wealth Management. Managing Private Art Collections*, Springer, Heidelberg.
4. Zorloni A., (2016) *The Economics of Contemporary Art. Markets, Strategies and Stardom* (Chinese Edition) Dongbei University of Finance & Economics Press, Dalian. ISBN: 978-7-5654-2109-9.
5. Zorloni A., (2016) *L'economia dell'arte contemporanea. Mercati, strategie e star system* (2nd edition), Franco Angeli, Milano.
6. Zorloni A., (2013) *The Economics of Contemporary Art. Markets, Strategies and Stardom*, Springer, Heidelberg.
7. Zorloni A., (2011) *Economia e gestione dei musei*, Aracne, Roma (with Gerald Matt).

Refereed Journal Articles

8. Zorloni, A., Canessa, N. (2017) "Gestione, valorizzazione e trasmissione dei patrimoni artistici di famiglia", in *Economia e Diritto del Terziario*. Special Issue on *Il mercato dell'arte: cambiamenti strutturali e problematiche emergenti*, edited by Genco, P., and Zorloni, A., vol. 1, n. 1, FrancoAngeli, Milan (ISSN 1593-9464).
9. Zorloni A., Genco P. (2017), "Struttura e dinamiche evolutive del mercato dell'arte contemporanea", in *Economia e Diritto del Terziario*, in *Economia e Diritto del Terziario*. Special Issue on *Il mercato dell'arte: cambiamenti strutturali e problematiche emergenti*, edited by Genco, P., and Zorloni, A., vol. 1, n. 1, FrancoAngeli, Milan (ISSN 1593-9464).
10. Zorloni A., Ardizzone A. (2016), "The Winner-Take-All Contemporary Art Market", in *Creative Industries Journal*, vol. 9, n.1.
11. Zorloni A., (2015) "The Fine Line between Art and Design", in *Sicilia InForma*, n. 2, issn 2385-1260.
12. Zorloni A., Willette R., (2014) "Managing Art Wealth: Creating a Single Family Office which Preserves and Protects the Family Art Collection", in *Journal of Wealth Management*, vol. 16, n. 4, pp. 9–17.
13. Zorloni A., Tiezzi I., (2013) "I fattori di successo nelle strategie di sviluppo culture-driven", in *Il Capitale Culturale. Studies on the Value of Cultural Heritage*, n.6.
14. Zorloni A., (2013) "L'arte della finanza. Il settore dell'arte come opportunità di investimento", in *Banca Impresa Società*, n.1.
15. Zorloni A., (2012) "Designing a Strategic Framework to Assess Museum Activities", in *International Journal of Arts Management*, vol. 14, n. 2.
16. Zorloni A., (2012) "Struttura, dimensioni e asimmetrie informative del settore delle arti visive", in *L'industria*, n. 4, pp. 737-760.
17. Zorloni A., (2011) "Lo star system nel mercato dell'arte contemporanea", in *Economia della Cultura*, vol. 3.
18. Zorloni A., (2010) "Managing Performance Indicators in Visual Art Museums", in *Museum Management and Curatorship*, vol. 25, n. 2.
19. Zorloni A., (2005) "Structure of the Contemporary Art Market and the Profile of Italian Artists", in *International Journal of Arts Management*, vol.8, n. 1.

Book Chapters

20. Zorloni A., "Collezionismo italiano, un modello da esportare", in A. Fiz (a cura di), *La rivoluzione siamo noi. Collezionismo italiano contemporaneo*, SilvanaEditoriale, Milano, 2020.
21. Zorloni A., Ghilardi R., "Collezioni private e single-donor museums", in D. Jucker (a cura di), *Le buone pratiche del collezionismo*, Collana Diritto comparato dell'arte, ESI, Napoli, 2020.
22. Zorloni A., Ghilardi R., (2019), "Il collezionismo privato e i nuovi orizzonti della filantropia", in Zorloni A. (a cura di), *Musei Privati. La passione per l'arte contemporanea di famiglie e di imprese*, Egea, Milan.

23. Zorloni A., Ghilardi R., (2019), “Gestione e valorizzazione di lasciti d’artista”, in Zorloni A. (a cura di), *Musei Privati. La passione per l’arte contemporanea di famiglie e di imprese*, Egea, Milan.
24. Zorloni A., (2019), “La pianificazione strategica di un museo privato”, in Zorloni A. (a cura di), *Musei Privati. La passione per l’arte contemporanea di famiglie e di imprese*, Egea, Milan.
25. Zorloni A., Ghilardi R., (2019), “Arte e azienda: dai programmi artistici alle nuove forme di mecenatismo”, in Zorloni A. (a cura di), *Musei Privati. La passione per l’arte contemporanea di famiglie e di imprese*, Egea, Milan.
26. Zorloni A., Canessa N., (2019), “Strumenti giuridici per la gestione e la trasmissione delle collezioni d’arte”, in Zorloni A. (a cura di), *Musei Privati. La passione per l’arte contemporanea di famiglie e di imprese*, Egea, Milan.
27. Zorloni A., Ghilardi R., (2018), “L’immagine di Milano nel mercato dell’arte contemporanea. Criticità e opportunità”, in Moretti S. (a cura di), *Raccontare Milano. Arte, architettura, media e mercato*, SilvanaEditoriale, Milan.
28. Zorloni A., (2016), “High Net Worth Individuals: mercato e collezionismo di opere d’arte”, in Negri-Clementi G. (a cura di), *Economia dell’arte. Proteggere, gestire e valorizzare le opere d’arte*, Egea, Milan.
29. Zorloni A., Ardizzone A. (2016), “Celebrity Effect in the Contemporary Art Market”, in Zorloni A., *Art Wealth Management. Managing Private Art Collections*, Springer, Heidelberg.
30. Zorloni A. Resch M. (2016), “From Private to Public. Turning Collections into Philanthropic Opportunities”, in Zorloni A., *Art Wealth Management. Managing Private Art Collections*, Springer, Heidelberg.
31. Zorloni A., Willette R. (2016), “Financial and Estate Planning for Art Assets”, in Zorloni A., *Art Wealth Management. Managing Private Art Collections*, Springer, Heidelberg.
32. Zorloni A. (2016), “Assessing and Improving the Effectiveness of Private Art Museums”, in Zorloni A., *Art Wealth Management. Managing Private Art Collections*, Springer, Heidelberg.
33. Zorloni A. (2016), “Deepening Business Relationships through Art”, in Zorloni A., *Art Wealth Management. Managing Private Art Collections*, Springer, Heidelberg.
34. Zorloni A., (2005) *Il Mercato dell’Arte Contemporanea*, in F. Severino and M. Trimarchi (a cura di) *Sette idee per la cultura*, LabItalia, Edizioni Professionali Italia, Milano.

Other Publications

35. Zorloni A., Egloff C., (2012) "Art & Business: Measuring a Museum’s Performance", Making a Difference, 2012 Edition: BCG’s Partnerships and Projects for Social Impact, Boston Consulting Group, Boston.

Publications online

36. Zorloni, A., “Investimenti in arte e in beni da collezione”, *Il giornale delle fondazioni*, 15 marzo 2017: <http://www.ilgiornaledellefondazioni.com/content/investimenti-arte-e-beni-da-collezione>
37. Zorloni, A., “Boom dei musei in Cina e crisi di significato”, *Il giornale delle fondazioni*, 14 aprile 2017: <http://www.ilgiornaledellefondazioni.com/content/boom-dei-musei-cina-e-crisi-di-significato>
38. Zorloni, A., “La Fondazione Faurchou in bilico tra tradizione e innovazione”, *Il giornale delle fondazioni*, 15 maggio 2017: <http://www.ilgiornaledellefondazioni.com/content/la-fondazione-faurchou-bilico-tra-tradizione-e-innovazione>
39. Zorloni, A., “Intuizione, armonia e autenticità. I principi guida della Axel & May Vervoordt Foundation”, *Il giornale delle fondazioni*, 17 giugno 2017: <http://www.ilgiornaledellefondazioni.com/content/intuizione-armonia-e-autenticit%C3%A0-i-principi-guida-della-axel-may-vervoordt-foundation>
40. Zorloni, A., “Dal Centro Botín al Yayoi Kusama Museum: le grandi aperture del 2017”, *Il giornale delle fondazioni*, 15 ottobre 2017: <http://www.ilgiornaledellefondazioni.com/content/dal-centro-bot%C3%ADn-al-yayoi-kusama-museum-le-grandi-aperture-del-2017>

41. Zorloni, A., “Mercato dell'arte e Wealth Management: un binomio in crescita”, *Il giornale delle fondazioni*, 15 novembre 2017: <http://www.ilgiornaledellefondazioni.com/content/mercato-dellarte-e-wealth-management-un-binomio-crescita>
42. Zorloni, A., “Fondazioni e archivi d’artista: un corso per gestirli”, *Il giornale delle fondazioni*, 15 dicembre 2017: <http://www.ilgiornaledellefondazioni.com/content/fondazioni-e-archivi-d%E2%80%99artista-un-corso-gestirli>
43. Zorloni, A., “La Collezione Philara: quando il mecenatismo è una tradizione di famiglia”, *Il giornale delle fondazioni*, 15 gennaio 2018: <http://www.ilgiornaledellefondazioni.com/content/la-collezione-philara-quando-il-mecenatismo-%C3%A8-una-tradizione-di-famiglia>
44. Zorloni, A., “Due diligence e buone pratiche per il mercato dell’arte”, *Il giornale delle fondazioni*, 15 febbraio 2018: <http://www.ilgiornaledellefondazioni.com/content/due-diligence-e-buone-pratiche-il-mercato-dell%E2%80%99arte>
45. Zorloni, A., “Mercato dell’arte: crescono gli investimenti di passione”, *Il giornale delle fondazioni*, 18 marzo 2018: <http://www.ilgiornaledellefondazioni.com/content/mercato-dell%E2%80%99arte-crescono-gli-investimenti-di-passione>
46. Zorloni, A., “La Collezione Casamonti porta l’arte contemporanea a Firenze”, *Il giornale delle fondazioni*, 15 aprile 2018: <http://www.ilgiornaledellefondazioni.com/content/la-collezione-casamonti-porta-l%E2%80%99arte-contemporanea-firenze>
47. Zorloni, A., “A piedi nudi al museo: La Fondazione Carmignac inaugura in Costa Azzurra”, *Il giornale delle fondazioni*, 18 maggio 2018: <http://www.ilgiornaledellefondazioni.com/content/piedi-nudi-al-museo-la-fondazione-carmignac-inaugura-costa-azzurra>
48. Zorloni, A., “Justin Art House Museum: quando la casa diventa un museo”, *Il giornale delle fondazioni*, 15 giugno 2018: <http://www.ilgiornaledellefondazioni.com/content/justin-art-house-museum-quando-la-casa-diventa-un-museo>
49. Zorloni, A., “dslcollection: quando la visita al museo diventa virtuale”, *Il giornale delle fondazioni*, 13 luglio 2018: <http://www.ilgiornaledellefondazioni.com/content/dslcollection-quando-la-visita-al-museo-diventa-virtuale>

Special Issue Editor

I have edited, together with Prof. Pietro Genco, “Il mercato dell’arte: cambiamenti strutturali e problematiche emergenti” a special issue of *Economia e Diritto del Terziario*, FrancoAngeli, Milano (2017).

LECTURES, CONFERENCES AND WORKSHOP

Invited lectures

30-1 December 2019: Invited Keynote speaker at the International Symposium of Global Art Market Research, Beijing. Subject of presentation: “*The Impact of Private Wealth on the International Art Market*”. Conference organized by **Central Academy of Fine Arts (CAFA)**.

9 November 2018: Invited Keynote speaker at the 2018 Shanghai Global Art and Finance Summit, Shanghai. Subject of presentation: “*Family art inheritance and effective management of art fortune*”. **Arts Finance Research Center, Central Academy of Fine Arts** e Shanghai Guan Jie Culture and Art Development Co.

22-23 October 2018: Invited lecturer at the *International Contemporary Art Exhibition: Armenia 2018 (ICAE2018) – Soundlines of Contemporary Art*, Yerevan, Armenia. Workshop's chair: "Art, Law and Business".

12-22 March 2018: Invited speaker at the *UNFOLD Art Beyond the BRICS Conference*, Dubai. Panel: "Art & Wealth Management: Developing a Holistic Relationship for UHNWIs, with focus on Monetizing, Partnering and Transferring One's Collection".

6 December 2017: International Art Management lecture series, **Heinrich-Heine-University**, Institute of Art History, Düsseldorf. Subject of presentation: "*Art Wealth Management. Managing of Private Art Collections*".

8 November 2017: Invited speaker at the *Deloitte 10th Art & Finance Conference*, Palazzo Mezzanotte, Milan. Panel: "The role of wealth managers in the management of private collections and collections owned by family businesses: case study Italy".

23-24 September 2016: lecture within the Gallerist Master Course, **Estonian Academy of Arts**, Institute of Art History, Tallinn. Subject of presentation: "*Introduction to the International Art Market*".

31 March 2016: lecture within the course in Luxury Goods Marketing, **Università degli Studi Internazionali** di Roma - UNINT, Rome, Italy. Subject of presentation: "*From brand image to patronage: forms of collaboration between luxury brands and the arts*".

24 February 2016: lecture within the course in The Transformation of the Cultural Sector and Art Market: Critical Issues and Cases, **Bocconi University**, Milan, Italy. Subject of presentation: "*Assessing and improving the effectiveness of private museums through the balanced scorecard*".

13 October 2015: lecture presented within the Master in Art, Law and Business, **Christie's Education**, London, UK. Subject of presentation: "*Collector museums and the global art market*".

27 May 2014: lecture presented within the Laboratory of Industrial Design, Faculty of Architecture, **University of Palermo**, Italy. Subject of presentation: "*Art and design markets*".

26 May 2014: lecture presented at **The Academy of Fine Arts** in Palermo, Italy. Subject of presentation: "*Markets and economics of contemporary art*".

10 May 2014: lecture presented within the Executive Master in Art Market Studies, **University of Zurich**, Zurich, Switzerland. Subject of presentation: "*The economics of contemporary art*".

8 April 2014: lecture presented within the 2014 Thought Leadership Series in Benchmarking Art Wealth Management Policy & Collection Care, **Fine Art Wealth Management**, London, UK. Subject of presentation: "*How museums use benchmarking to improve their performance*".

28 October 2013: lecture presented within the Master in Management of Cultural Heritage and the Cultural and Creative Industries, **Università degli Studi del Piemonte Orientale A. Avogadro**, Novara, Italy. Subject of presentation: "*Definition of the system of contemporary art*".

15 October 2013: lecture presented within the Master in Art, Law and Business, **Christie's Education**, London, UK. Subject of presentation: "*The system of contemporary art*".

22 May 2013: lecture presented within the Professional Course in Establishing Sound Art Governance for a Family Collection, **Fine Art Wealth Management**, London, UK. Subject of presentation: "*The private museum business model*".

20 April 2013: lecture presented within the Professional Course in Art at the **Fondazione Teatro Comunale di Ferrara**, Ferrara, Italy. Subject of presentation: “*The system of contemporary art and its economic characteristics*”.

24 May 2012: lecture presented within the Laboratory of Museums and Art Market, **Bocconi University**, Milan, Italy. Subject of presentation: “*The museum’s role in the contemporary art system*”.

1 December 2011: lecture presented within the Laboratory of Communication of Artistic Products, **IULM University**, Milan, Italy. Subject of presentation: “*Designing a strategic framework to assess museum activities*”.

24 November 2011: lecture presented within the Doctoral Program in Design and Technologies Exploitation for the Cultural Heritage, **Polytechnic**, Milan, Italy. Subject of presentation: “*Creating a balanced scorecard for museums*”.

Conferences and conference proceedings

1. Zorloni A., Ardizzone A., (2015) “Factors driving the contemporary art market: a quantitative analysis”, presented at the *56th Annual Conference* of the Italian Economic Association, 22-24 October 2015, Napoli, Italy and published in the conference proceedings.
2. Zorloni A., (2012) "Proposal for a policy framework to assess effective museum management" presented at the *VII International Conference on Cultural Policy Research (Iccpr)*, 9-12 July, Barcelona, and published in the conference proceedings.
3. Zorloni A., (2009) “Achieving Excellence: Investigation into the use of performance indicators in museums” presented at the *10th International Conference on Arts and Cultural Management (AIMAC)*, 28-1 July 2009, Dallas, USA, and published in the conference proceedings.
4. Zorloni A., (2008) “Consumer behavior in the museum sector: application in contemporary art” presented at the *15th International Conference on Cultural Economics*, 12-15 June 2008, Boston, USA, and published in the conference proceedings.
5. Zorloni A., Matt G., (2007) “Put your eyes on me. How the economy of attention affects the contemporary art market: an empirical investigation”, presented at the *9th International Conference on Arts and Cultural Management (AIMAC)*, 8-11 July 2007, Valencia, Spain, and published in the conference proceedings.
6. Zorloni A., Sacco P., (2006) “Building a place for contemporary art: comparative analysis of museums in the 21st century”, presented at the *32st Annual Conference on Social Theory, Politics and the Arts (STP&A)*, 9-11 July 2006, Vienna, and published in the conference proceedings.
7. Zorloni A., (2004) “The structural and competitive context of the contemporary art market”, presented at the *13th International Conference on Cultural Economics*, 2-5 June 2004, Chicago, USA, and published in the conference proceedings.

AWARDS AND GRANTS

1. EU, *Marie Curie Intra-European Fellowship*, Winner of a 2-year senior post doc grant –2010/2012.
2. FWF, Wien, Austria, *Stand-alone Project*, Winner of a 3-year post doc grant – 2007/2010.
3. Smithsonian Institution, Center for Education and Museum Studies, Washington, DC, *Smithsonian Fellowship in Museum Practice*, 2008.
4. Trento School of Management, Trento, Italy, *Leonardo da Vinci Mobility Award*, 2006.
5. IULM University, Milan, Italy - Winner of a research grant (assegno di ricerca) for 6 consecutive years – 2000/2006.

Milan, 19 February 2020

